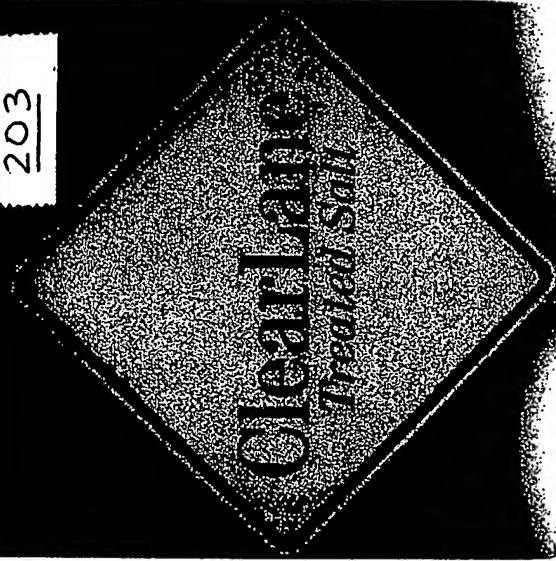


FIG. 1

203



# Product Savings

Material Used	Usage	Unit	Price Per Unit	Material Cost
Bulk Deicing Salt	10	ton	\$10.00	\$100
ClearLane® Treated Salt *	8	ton	\$10.00	\$80
Initial Cost Difference				-\$20

# Hidden Savings

Fuel	Price/gallon	Gallons Used	Total Cost	Savings *
245	\$1.50	10	\$15	\$3
Labor	Hourly Rate	Employees	Hours Worked	Savings *
	\$10.00	10	10	\$0

# Total ClearLane® Savings

Material	Fuel	Labor	Total
Rock Salt	\$100	\$15	\$115
ClearLane®	\$80	\$12	\$92
			\$23

25.00% Savings!\*

Assumes a 30% Reduction  
Assumes a 30% Reduction  
Assumes a 30% Reduction  
Assumes a 30% Reduction  
Assumes a 40% Reduction

FIG. 2

## Product Savings

Material Used	Usage	Unit	Price Per Unit	Material Cost
Bulk Deicing Salt	10	ton	\$10.00	\$100
ClearLane® Treated Salt*	7	ton	\$10.00	\$70
Initial Cost Difference				-\$30

## Hidden Savings

305

Fuel	Price/gallon	Gallons Used	Total Cost	Savings*
	\$1.50	100	\$150	\$45

Labor	Hourly Rate	Employees	Hours Worked	Savings*
	\$10.00	10	10	\$300

## Total ClearLane® Savings

320

	Material	Fuel	Labor	Total
Rock Salt	\$100	\$150	\$1,000	\$1,250
ClearLane®	\$70	\$105	\$700	\$875
Total				\$375

**42.86% Savings!\***

(\* Assumes a 30% Reduction)

335

350

300

For pricing, contact:

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~ 365

FIG. 3

# Bulk Break-Even Cost

Bulk Tons	410	10,000	← (You can change these values to recalculate.)
Bulk Cost	415	\$27,886	←
Bulk Ext	413	\$278,600.00	
ClearLane Tons	430	6,500	
ClearLane Modifier		\$15.00	
ClearLane	420	\$42.86	
ClearLane ext		\$278,590.00	
Diff	450	440 (\$10.00)	← (Negative numbers benefit the customer)

400

FIG. 4

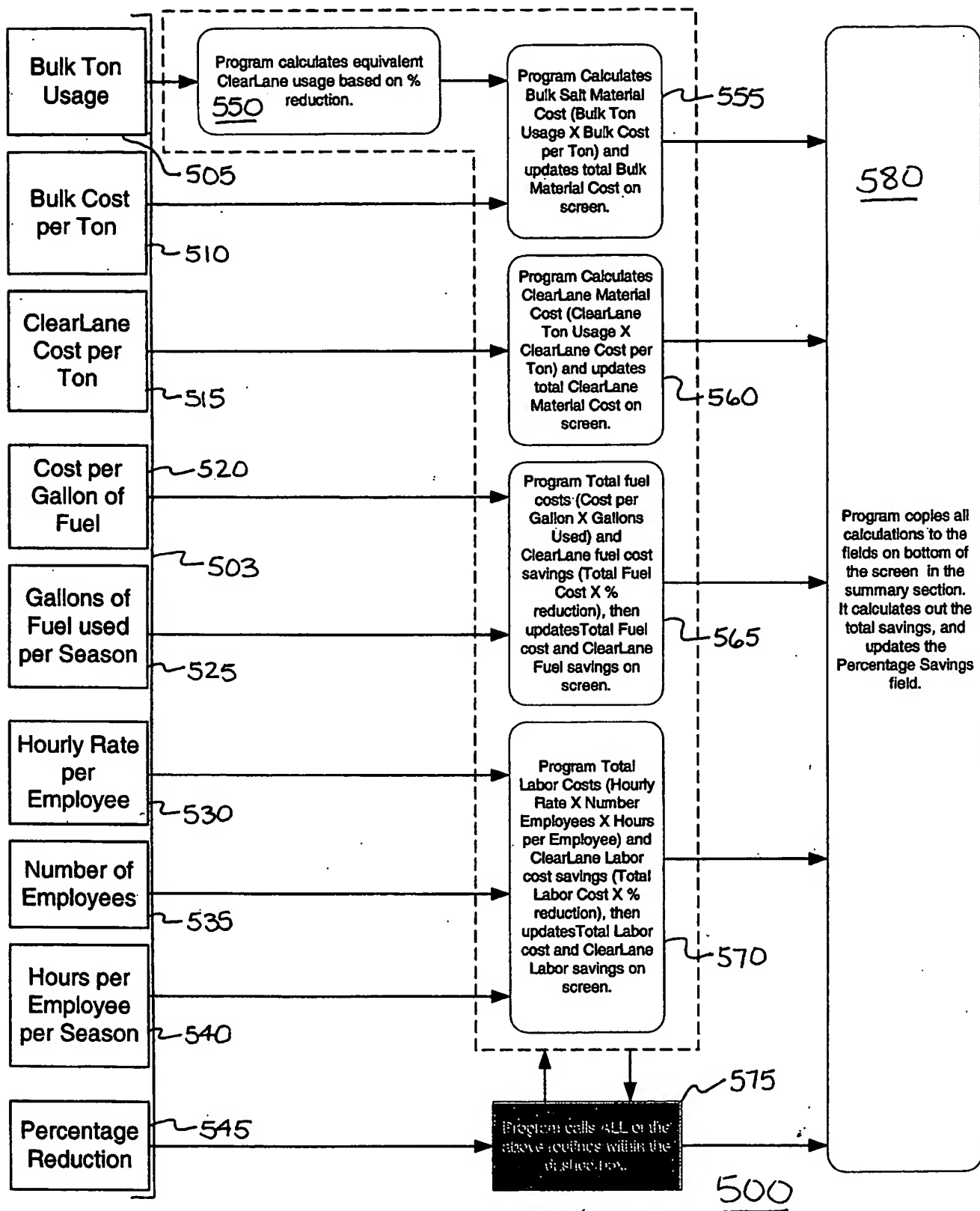


FIG. 5

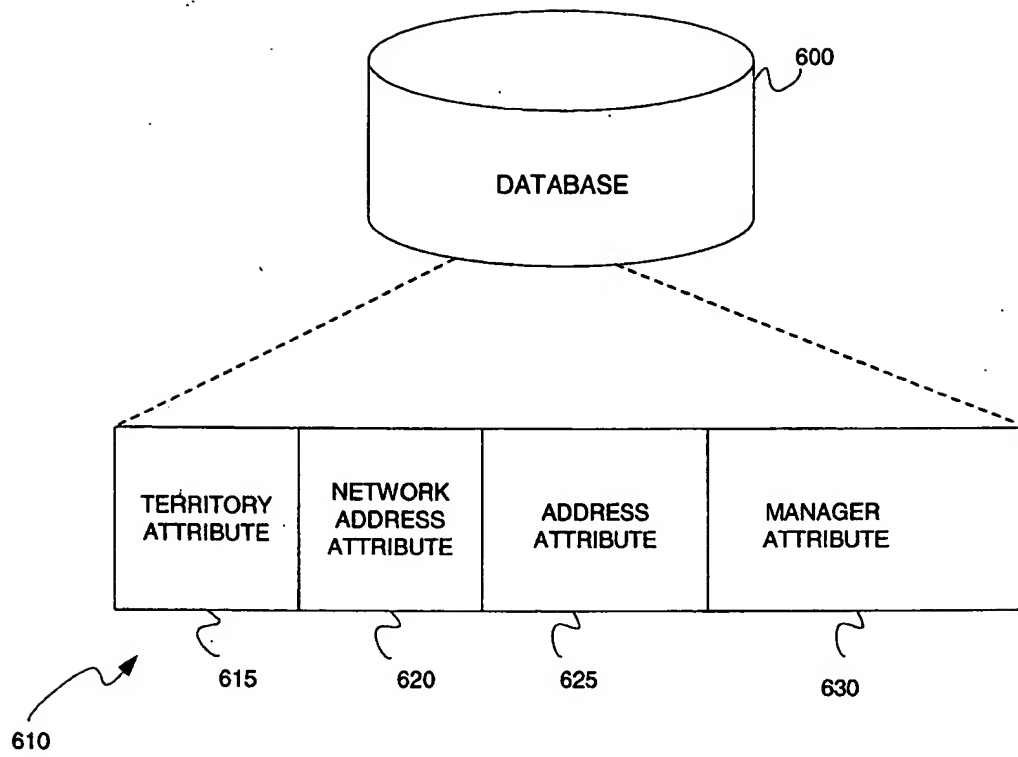


FIGURE 6